

Mime-Version: 1.0  
Date: Fri, 3 Mar 1995 12:09:30 -0800  
To: judy  
From: brewster@wais.com (Brewster Kahle)  
Subject: Re: Marshall McLuhan  
Cc: hattori@pub.asahi-np.co.jp, kyozuka@mx.asahi-np.co.jp

Hope this is useful:

#### A Globe of Villages

A "global village" is a good description of a people fed on mass media-- yet the emerging world of the Internet is better described as a "Globe of Villages" once again. Why? Because individuals can control what they see and better yet participate in the production of what others see. Everyone is a publisher and everyone is an editor. That is not to say everything has equal value, rather the number of sources to pick from is larger and the communities served can be much smaller. Professional book publishers target a minimum run of 10,000; magazines are higher. Those of us that have something to say to only 500 people that are spread all over the world have been excluded-- until now. The Internet offers a mechanism for geographically distant communities to form, share a literature, leisure, work, indeed build a culture. These cultures, or villages, encourage sharing and participation unlike the homogenous world of mass media. Fortunately, this re-emerging "Globe of Villages" is a richer world than the "Global Village" of Marshall McLuhan.

-brewster

At 8:50 PM 2/14/95, Mitsugu Kyozuka wrote:

>Dear Sir or Madam:

>

>Executive Editor : Katsura Hattori(hattori@pub.asahi-np.co.jp)

>Editor : Mitsugu Kyozuka(kyozuka@mx.asahi-np.co.jp)

>

>Publications DEPT.

>ASAHI News Paper Co.

>5-3-2, Tsukiji, Chuo-Ku, TOKYO, 104-11, Japan

>Phone 03-5540-7857 / fax 03-5550-7638

>

>We are planning to launch the new magazine which is named

>"Doors" in September, its basic concept is the reliable navigator

>of information society. We will launch "Understanding Internet"

>in May as a pre-step, before we issue the first number.

>"Understanding Internet" will be edited the transfiguration of

>media that Internet will cause through the media as McLuhan's

>theory from three main theme which are " the presence of

>Internet", " things that Internet brings" and " McLuhan reader" .

>

>Therefore, we will be pleased if we can have your opinion that

>how you think about McLuhan. And it supposes to be up to 200

>words but it does not matter if it becomes longer or shorter.

>Your opinion will be edited at the column of McLuhan in

>"Understanding Internet".

>